WHAT IS CLAIMED IS:

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In a fishing lure or bait constructed having a body utilized to catch ictalurid catfish, and fish with similar feeding behavior, the improvement which comprises the incorporation of an effective amount of: (a) one or more of the free amino acids: L-alanine, L-arginine, L-proline, or mixtures thereof with said body; wherein said effective amount is an amount which will release the snapping and biting response of said fish.

- 2. The fishing lure or bait of claim 1 wherein all three of the free amino acids is present.
- 3. The fishing lufe or bait of claim 1 wherein the one or more free amino acids is present in an amount which will produce, when placed in a body of water, plumes having a concentration of one or more of: at least about 0.001M L-alanine, at least about 0.001M L-proline, and at least about 0.0001M L-arginine.
- 4. The fishing lure or bait of claim 3 wherein all three of said free amino acids are present.
- 5. A fishing lure or bait of claim 1 wherein said body is constructed having an exterior which is a shade of brown or black.
- 6. A fishing lure or bait of claim 1 wherein said body is constructed at least in part from a material which will absorb said free amino acid which have been dissolved in liquid and which allows said amino acid to dissipate into the water being fished upon the submergence of said fishing lure or bait into said water.

7. If fishing lure or bait of Claim 1 wherein said body is constructed from material which is substantially odorless and tasteless.